WHAT IS CLAIMED IS:

1.   An information distribution service system for a user which has visited a Web site in the internet, comprising:

means for knowing an information reference tendency of the user at the site which the user has visited; and

means for distributing to the user individual information correlated to evaluation of the reference tendency.

2.   The information distribution service system according to claim 1, wherein the knowing of the reference tendency involves preparing reference values for reference recording for an access to each information item retrieved by the user and combining the reference values to thereby digitize a user's interest tendency and obtain the tendency as a reference through decision rule processing prepared beforehand arbitrarily.

3.   The information distribution service system according to claim 1, wherein a distribution service of the individual information item is alienated from each service at a Web site using both a Proxy concept and a filter concept.

4.   An information service system for distributing information to a user who has visited a Web site in the internet to then perform routing of information distribution when the user is certified, comprising:

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an intelligent router which is provided for each network router or user terminal, to which is registered an IP address of an information distribution source and a user terminal beforehand, and which has a gate management table comprised of a setting gate for deciding permission/refusal of distribution of information between the IP address of the information distribution source and the IP address of the user terminal; and

a certification server for certifying information distribution from an information distribution source to a user to thereby open the setting gate of the gate management table when the user's terminal is certified, thus enabling information to be distributed.

5.   An information service system for distributing information to a user who has visited a Web site in the internet to then perform routing of information distribution when the user is certified, comprising:

an intelligent router which is provided for each user terminal, to which is registered an IP address of an information distribution source and a user terminal beforehand, and which has a gate management table comprised of a setting gate for a user ID; and

a certification server for certifying information distribution from an information distribution source to a user to thereby register a user ID at the setting gate of the gate

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management table when the user's terminal is certified, thus enabling information to be distributed.

6.   The information distribution service system according to claim 4, wherein the intelligent router is provided with means for recording a session log of communication through the intelligent router for each connected terminal/certified user to thereby deliver the session log to an external session management mechanism in response to a request of the external session management mechanism.

7.   The information distribution service system according to claim 4, wherein the intelligent router is provided with a means by which in registration of an IP address and a user ID of an information distribution source and a user terminal, one of a plurality of sibling intelligent routers is specified as a master router so that when data registered at any one of the plurality of sibling intelligent routers is set up at the master router, the master router can transfer the data to the other sibling intelligent routers in a relay format in such a manner that any ones of the sibling intelligent routers may set registered data of their own sequentially.

8.   The information distribution service system according to claim 4, having such a configuration that the intelligent router, certification server, or information distribution source is mounted with an enciphering device of

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an elastic surface wave element configuration so that information communicated therethrough may partially or entirely undergo deflection processing by use of a defection code and deciphering processing therefor to thereby protect a routing mechanism and information to be distributed.

9.   An information distribution service system which distributes information to users who have visited an Internet Web site characterized in that a number of users are marked such that the information reference tendency or the simple questionnaire response tendency of said visitors is continuously collected to process virtual characters out of said marked visitors on the basis of evaluation functions from consciousness models for knowing the consciousness tendency shown by said individual virtual characters as a market consciousness.

10.   An information distribution service system according to claim 9, characterized in comprising means for correcting the consciousness tendency of said virtual characters on the basis of the consciousness tendency of the existing characters.

11.   An information distribution service system according to claim 9, characterized in comprising means for correcting said evaluation functions if there is a great discrepancy between the predicted market consciousness from

said virtual character and the market consciousness from an existing character.